Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims

1-13. (Canceled)

14.    (Currently amended) A method of presenting a forced advertisement to a television viewer, the method comprising:

detecting the forced advertisement in an incoming video stream;

presenting the forced advertisement on user equipment;

turning off the user equipment while the forced advertisement is being displayed; and

automatically presenting the forced advertisement, when the user equipment is turned on, from the beginning of the forced advertisement ~~or recommencing the forced advertisement from the point at which the user equipment was turned off~~.

15.    (Currently amended) The method of claim 14, further comprising preventing the television viewer from changing channels ~~during playing of~~ while the forced advertisement is being presented.

16.    (Previously presented) The method of claim 14, wherein the forced advertisement is stored in the user equipment.

17-39. (Canceled)

40.    (Currently amended) A system for presenting a forced advertisement to a television viewer, the system comprising:

user equipment; and

a processor configured to:

determine the forced status of an incoming advertisement;

present the forced advertisement on the user equipment;

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detect that the user equipment is turned off while the forced advertisement is being presented; and

automatically present the forced advertisement, when the user equipment is turned on, from the beginning of the forced advertisement ~~or recommence the forced advertisement from the point at which the user equipment was turned off~~.

41.    (Currently amended) The system of claim 40, wherein the processor is further configured to prevent the television viewer from changing channels ~~during playing of~~ while the forced advertisement is being presented.

42.    (Previously presented) The system of claim 40, further comprising a storage device in the user equipment for storing the forced advertisement.

43.    (Currently amended) A system for presenting a forced advertisement to a television viewer, the system comprising:

means for detecting the forced advertisement in an incoming video stream;

means for presenting the forced advertisement on user equipment;

means for turning off the user equipment while the forced advertisement is being presented; and

means for automatically presenting the forced advertisement, when the user equipment is turned on, from the beginning of the forced advertisement ~~or recommencing the forced advertisement from the point at which the user equipment was turned off~~.

44.    (Currently amended) The system of claim 43, further comprising means for preventing the television viewer from changing channels ~~during playing of~~ while the forced advertisement is being presented.

45.    (Previously presented) The system of claim 43, wherein the forced advertisement is stored in the user equipment.

46.    (Currently amended) A machine-readable medium for presenting a forced advertisement to a television viewer, the machine-readable medium comprising machine program logic recorded thereon for:

detecting the forced advertisement in an incoming video stream;

presenting the forced advertisement on user equipment;

turning off the user equipment while the forced advertisement is being presented;

and

automatically presenting the forced advertisement, when the user equipment is turned on, from the beginning of the forced advertisement ~~or recommencing the forced advertisement from the point at which the user equipment was turned off~~.

47.     (Currently amended) The machine-readable medium of claim 46, further comprising machine program logic recorded thereon for preventing the television viewer from changing channels ~~during playing of~~ while the forced advertisement is being presented.

48.     (Previously presented) The machine-readable medium of claim 46, further comprising machine program logic recorded thereon for storing the forced advertisement in the user equipment.

49-68. (Canceled)

69.     (New) A method of presenting a forced advertisement, the method comprising:

detecting the forced advertisement in an incoming video stream;

presenting the forced advertisement on user equipment;

turning off the user equipment while the forced advertisement is being displayed;

and

automatically presenting the forced advertisement, when the user equipment is turned on, from the point at which the user equipment was turned off.

70.     (New) The method of claim 69, further comprising preventing the television viewer from changing channels while the forced advertisement is being presented.

71.     (New) The method of claim 69, wherein the forced advertisement is stored in the user equipment.

72.     (New) A system for presenting a forced advertisement, the system comprising:

user equipment; and

a processor configured to:

determine the forced status of an incoming advertisement,

present the forced advertisement on the user equipment,

detect that the user equipment is turned off while the forced advertisement is being presented, and

automatically present the forced advertisement, when the user equipment is turned on, from the point at which the user equipment was turned off.

73.    (New) The system of claim 72, wherein the processor is further configured to prevent the television viewer from changing channels while the forced advertisement is being presented.

74.    (New) The system of claim 72, further comprising a storage device in the user equipment for storing the forced advertisement.

75.    (New) A system for presenting a forced advertisement, the system comprising:

means for detecting the forced advertisement in an incoming video stream;

means for presenting the forced advertisement on user equipment;

means for turning off the user equipment while the forced advertisement is being presented; and

means for automatically presenting the forced advertisement, when the user equipment is turned on, from the point at which the user equipment was turned off.

76.    (New) The system of claim 75, further comprising means for preventing the television viewer from changing channels while the forced advertisement is being presented.

77.    (New) The system of claim 75, wherein the forced advertisement is stored in the user equipment.

78.    (New) A machine-readable medium for presenting a forced advertisement to a television viewer, the machine-readable medium comprising machine program logic recorded thereon for:

detecting the forced advertisement in an incoming video stream;

presenting the forced advertisement on user equipment;

turning off the user equipment while the forced advertisement is being presented;

and

automatically presenting the forced advertisement, when the user equipment is turned on, from the point at which the user equipment was turned off.

79.    (New) The machine-readable medium of claim 78, further comprising machine program logic recorded thereon for preventing the television viewer from changing channels while the forced advertisement is being presented.

80.    (New) The machine-readable medium of claim 78, further comprising machine program logic recorded thereon for storing the forced advertisement in the user equipment.